

- ROBLOX Fact Sheet – January 2009 -

Title:	ROBLOX
Developer:	ROBLOX, Corp.
Genre:	Multiplayer Online Game
Platform:	Windows, Mac, Downloadable client from web
Game Overview:	ROBLOX is an online virtual playground and workshop — where kids of all ages can safely interact, create, have fun, and learn. It's unique in that practically everything in this infinite playground is designed and constructed by individual members of the ROBLOX community.

Each player starts by choosing an avatar and giving it an identity. They can then explore ROBLOX — interacting with others by chatting, playing games, or collaborating on creative projects.

Each player is also given their own piece of undeveloped real estate along with a virtual toolbox with which to design and build anything desired — be it a navigable skyscraper, a working helicopter, a giant pinball machine, a multiplayer "Capture the Flag" game or some other, yet-to-be-dreamed-up object or activity.

By participating and by building cool stuff, ROBLOX members can earn specialty badges as well as ROBLOX dollars ("ROBUX"). In turn, they can shop the online catalog to purchase avatar clothing and accessories as well as premium building materials, interactive components, and working mechanisms.

Features:

- Play with dozens of other players simultaneously.
- Create your own world.
- Customize your avatar with colors, clothes, gear and hats.
- Pick your favorite activity; building, battling, chatting, designing.
- Join any of thousands of running games.
- Learn to program the objects of your place to make them do awesome things!
- Make friends and form coalitions with to work on goals together.
- Design and sell shirts and pants to build your tycoon empire.
- Trade currency on the ROBLOX Exchange.
- Enjoy hundreds of hours of gameplay with new events and features every month!
- And much, much more...

Please keep in mind that some of the information contained in this fact sheet may change as further patches for ROBLOX are released. This fact sheet is provided for informational purposes only.